
Global Supply Chain Management and International Logistics

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Preface

During the past 10 years, globalisation of trade has accelerated and in consequence the international environment in which we do business has changed dramatically. It is therefore not surprising that I have received numerous requests from both business executives and academics across the world to write a book on global supply chain management and international logistics and thereby fill a gap in the market. I am most happy to respond to such a request. It is the first title in this field and has been written in the same style as my other 12 titles on international business and shipping, spanning 45 years.

The book, written in a simple language, has a strategic, analytical and pragmatic focus on the best practice code, supplemented by numerous diagrams and case studies of an international nature. It has 12 chapters plus a glossary of terms and abbreviations. Overall, it embraces both industrial and consumer sectors. Moreover, it reflects the growing importance of software-computerised technology in the development of the global supply chain management and international logistics. This embraces the point of origin of the commodity – raw material/componentised products to the manufacturing/assembly point – in bound logistics, to the ultimate consumer/retailers distribution centre – outbound logistics. The lengthy supply chain, spanning often many international boundaries, embracing numerous regulations and cultures, and several transport modes is a complex operation, embracing third-party (3PL) and fourth-party (4PL) logistic operators. Overall, it embraces managing mobile assets – goods in transit along the entire supply chain. Moreover, it has a strong strategic focus featuring the constant process to deliver measurable results by added value in the logistics network by continuous audit aided by the latest technology such as radio frequency identification (RFID). This embraces the ultimate objective of the global supply chain management, which is to link the marketplace, the distribution network, the manufacturing/processing/assembly process and the procurement activity in such a way that customers are serviced at a higher level and yet lower cost. It demands professionalism, vigilance, creative thinking, pragmatism, efficiency and training at all levels of management. This book seeks to realise this objective. Doing business overseas can only be achieved through complete professionalism.

The 12 chapters include: the global supply chain management and international logistics constituents and environment in the twenty-first century; factors driving logistics and supply chain management; the export sales contract formulation with focus on the global supply chain; advanced communication systems; procurement and competitive product sourcing; selecting the international logistics operator; international transport – trade-offs inherent in international logistics cost – time – speed – inventory information – transport – warehousing; operations management; secure global supply chain; global

supply chain software; global trace scene; and developing a strategic focus to reduce cost, improve service and market development.

A fundamental point to bear in mind is the relocation of many industries from North America and Europe to the Far East. They have been developed as the consumer wishes to have a competitively priced product with a wide choice of added value. This has resulted in a massive investment in the logistic infrastructure of high tech to serve these markets and customers. Overall, it must be stressed that logistics is a derived demand as a response to trade and transport in a globalised environment; hence its continuous growth in a expanding global trade environment.

The book is an essential 'aide-memoire' to the discerning international global supply chain executive and international logistics manager operating within the company business plan. It breaks new ground, as it is global and not national, thereby spanning many national boundaries in the logistic and supply chain operation. The emphasis throughout is to develop strategies that focus on efficiency and competitiveness in a global market. It contains useful hints and numerous case studies extolling good practice.

The book is not only ideal for the business community, but also students in college of higher education and universities throughout the world. This includes degree-level undergraduates studying international logistics, international transport, international physical distribution, international marketing and international business. Moreover, it is suitable for students taking professional examinations of the Chartered Institute of Logistics and Transport, the Institute of Export, the Chartered Institute of Purchasing and Supply and the British International Freight Association. It will also prove a popular title for chambers of commerce, trade associations, training agencies and colleges conducting short diploma courses and seminars on global supply chain management and international logistics.

The book focuses strongly on management techniques and strategy, albeit on a pragmatic but thoroughly professional basis. It will prove popular with universities and business schools and continue to expand their international transport/trade/management degree portfolio requiring publications written in a lucid style, which provide a pragmatic yet professional approach to the subject. This includes diploma courses in management studies. In common with my other 12 titles this book is ideal for courses in Malaysia, Hong Kong, Malta, Thailand, Singapore, Turkey, Australia, New Zealand, USA, Pakistan, India, China, Jordan and Saudi Arabia.

Finally, I would like to acknowledge, with grateful thanks, the secretarial help from Mr and Mrs Salter, Mr and Mrs Splarn and, as always, my dear wife Kathleen, in proof reading. This quintet has provided encouragement, forbearance, and above all complete professionalism to produce such a title.

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